

AMENDMENTS TO THE CLAIMS

1-47. (Cancelled)

48. (Currently amended) ~~The terminal according to 47, wherein:~~ A terminal for receiving and outputting a transmitted video content, said terminal comprising:

a reception unit operable to receive the video content containing tag information which corresponds to the video content, which is used to select a plurality of CMs, and which indicates a correspondence between the video content and the plurality of CMs, which are each assigned a URL;

a URL specifying unit operable to specify the URL assigned to at least one of the plurality of CMs based on location information indicating an area where said terminal is located and the tag information, with reference to CM specifying information indicating a correspondence between the location information and the tag information;

a fetch unit operable to fetch the at least one of the plurality of CMs by using the URL specified by said URL specifying unit; and

an output unit operable to output the video content and the at least one of the plurality of CMs which corresponds to the video content, wherein:

at least a portion of the video content is scrambled;

the at least one of the plurality of CMs is embedded with key information for descrambling the video content; and

said output unit is operable to extract the key information from the at least one of the plurality of CMs fetched by said fetch unit, and descramble the video content by using the key information.

49. (Previously presented) The terminal according to claim 48, wherein said URL specifying unit is operable to extract the tag information, from the video content, without descrambling.

50. (Previously presented) The terminal according to 48, wherein:

the at least one of the plurality of CMs is in a form of a MPEG2 video stream;

the key information is embedded in one of a group-of-picture layer, a picture layer, and a

sequence layer in a user data region of the MPEG2 video stream; and
said output unit is operable to extract the key information from the user data region.

51. (Previously presented) The terminal according to claim 48, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream;
the key information is embedded as a digital watermark in the MPEG2 video stream; and
said output unit is operable to decode the MPEG2 video stream, and extract the key
information.

52. (Previously presented) The terminal according to claim 48, wherein:
an output time for each of the plurality of CMs is predetermined; and
said fetch unit is operable to fetch each of the plurality of CMs before the output time
therefor.

53. (Previously presented) The terminal according to claim 51, wherein output times for the
plurality of CMs are distributed over a time period for outputting the video content.

54. (Cancelled)

55. (Currently amended) ~~The terminal according to 54, wherein:~~ A terminal for receiving
and outputting a transmitted video content, said terminal comprising:
a reception unit operable to receive the video content containing tag information which
corresponds to the video content, which is used to select a plurality of CMs, and which indicates
a correspondence between the video content and the plurality of CMs, which are each assigned a
URL;
a URL specifying unit operable to specify the URL assigned to at least one of the
plurality of CMs based on location information indicating an area where said terminal is located
and the tag information, with reference to CM specifying information indicating a
correspondence between the location information and the tag information;
a fetch unit operable to fetch the at least one of the plurality of CMs by using the URL
specified by said URL specifying unit; and

an output unit operable to output the video content and the at least one of the plurality of CMs which corresponds to the video content, wherein:

said URL specifying unit is operable to notify the tag information and the location information to a name server, on a network, which stores the CM specifying information, request the name server to specify the URL, and receive the URL specified by the name server;

at least a portion of the video content is scrambled;

one of the plurality of CMs is embedded with key information for descrambling the video content; and

said output unit is operable to extract the key information from the at least one of the plurality of CMs fetched by said fetch unit, and descramble the video content by using the key information.

56. (Previously presented) The terminal according to 55, wherein said URL specifying unit is operable to extract the tag information, from the video content, without descrambling.

57. (Previously presented) The terminal according to 55, wherein:

the at least one of the plurality of CMs is in a form of a MPEG2 video stream;

the key information is embedded in one of a group-of picture layer, a picture layer, and a sequence layer in a user data region of the MPEG2 video stream; and

said output unit is operable to extract the key information from the user data region.

58. (Previously presented) The terminal according to claim 55, wherein:

the at least one of the plurality of CMs is in a form of a MPEG2 video stream;

the key information is embedded as a digital watermark in the MPEG2 video stream; and

said output unit is operable to decode the MPEG2 video stream, and extract the key information.

59. (Previously presented) The terminal according to claim 55, wherein:

an output time for each of the plurality of CMs is predetermined; and

said fetch unit is operable to fetch each of the plurality of CMs before the output time therefor.

60. (Previously presented) The terminal according to claim 59, wherein output times for the plurality of CMs are distributed over a time period for outputting the video content.

61-67. (Cancelled)

68. (Currently amended) ~~The content providing system according to claim 64, wherein~~ A content providing system for providing a video content and one of a plurality of CMs corresponding to the video content, said content providing system comprising:

a transmitting device for transmitting the video content containing tag information including information of the video content;

a storage device for storing the plurality of CMs, which are each respectively assigned a URL; and

a terminal for specifying the plurality of CMs each being assigned the respective URL, establishing a correspondence between the video content and the plurality of CMs, and outputting the video content containing the tag information corresponding to the video content and the plurality of CMs corresponding to the video content, wherein:

said terminal is operable to specify the respective URL of one of the plurality of CMs with reference to CM specifying information indicating a correspondence between location information and the tag information;

at least a portion of the video content is scrambled;

the at least one of the plurality of CMs corresponding to the video content is embedded with key information for descrambling; and

said content providing system is operable to descramble the video content by using the key information extracted from the at least one of the plurality of CMs for outputting.

69. (Previously presented) The content providing system according to claim 68, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream; and
said terminal is operable to extract the key information embedded in one of a group-of-picture layer, a picture layer, and a sequence layer in a user data region of the MPEG2 video

stream, and output the video content and the at least one of the plurality of CMs corresponding to the video content.

70. (Previously presented) The content providing system according to claim 68, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream; and
said terminal is operable to decode and extract the key information embedded as a digital watermark in the MPEG2 video stream, and output the video content and the at least one of the plurality of CMs corresponding to the video content.

71. (Cancelled)